

WHAT IS CLAIMED IS:

1. A method of gift purchasing comprising:  
tracking gift ideas and related event dates for a user; and  
notifying the user prior to the event date with a reminder from a gift reminder service provider with the reminder including at least one network link to a gift merchant web site selling a gift related to the gift idea wherein the gift merchant web site is not exclusively associated with the gift reminder service provider.
2. The method of claim 1, wherein the tracking step comprises:  
displaying the gift ideas and event dates on a web site of the gift reminder service provider.
3. The method of claim 1, further comprising:  
supplying the reminder service through a gift reminder web site and providing the network link as a uniform resource locator for the gift merchant web site.
4. The method of claim 1, wherein the notifying step further comprises:  
providing the network link as a link to the gift reminder web site at which the user will obtain a plurality of network links to independent gift merchant web sites that sell gifts related to the gift idea.
5. The method as in claim 4, and further comprising:  
displaying at the gift reminder web site a listing of gifts related to the gift idea with each respective gift listing including a price, a description, and a uniform resource locator address.
6. The method of claim 1, wherein the notifying step further comprises:  
delivering the reminder to the user as an electronic mail notification from the gift reminder service provider through the user interface.

7. The method of claim 1, wherein the notifying step further comprises:  
obtaining the link from an internet search initiated by the gift reminder service provider for web sites that sell gifts related to the gift ideas.
8. The method of claim 1, wherein the notifying step further comprises:  
delivering the reminder to the user as a pop-up window from a standalone computing system that is in selective communication with the gift reminder service provider.
9. A computer-based gift purchasing system comprising:  
a user interface;  
at least one network-based reminder service provider;  
a notification viewable on the user interface that is generated by the reminder service provider and including a network link to a gift merchant web site selling a gift related to the gift idea wherein the gift merchant web site is not exclusively associated with the reminder service provider; and  
a network communication link permitting communication between the user interface, the reminder service provider, and the gift merchant web site.
10. The system of claim 9, wherein the notification further comprises:  
at least one of an electronic mail message listing the network link and a desktop-based pop-up window listing the network link.
11. The system of claim 9, wherein the notification further comprises:  
a link to the gift reminder web site that includes a listing of a plurality of network links to independent merchant web sites that sell gifts related to the gift idea.
12. The system of claim 9, wherein the notification further comprises:

13. The system of claim 12, further comprising:  
a gift detail display mechanism for displaying each gift merchant web site link, a gift listing including a gift related to the gift idea, a price, a description, and a uniform resource locator address to the gift merchant web site.

15. A computer-based electronic gift reminder notification system comprising:

- a gift reminder service provider;
- a display window on a user interface listing a gift idea and an event date;
- and
- a message in the display window received from the gift reminder service provider at a point in time prior to the event date and that includes a network link to a gift merchant web site that is independent of the gift reminder service provider and that sells gifts related to the gift idea.

17. The system of claim 15, wherein the message further comprises:  
a text message identifying a gift idea, an event date, a gift recipient, a gift, a price, and the network link includes at least one uniform resource locator link to the gift merchant web site.

18. A method of gift purchasing comprising:  
tracking gift ideas and related event dates for a user; and  
notifying the user at a point in time prior to the event date with an  
electronic mail reminder from the gift reminder service provider with the  
reminder including at least one network link to a gift merchant web site selling a  
gift related to the gift idea wherein the gift merchant web site is independent of  
the gift reminder service provider.
19. A method of gift purchasing comprising:  
receiving an electronic reminder notification from a gift reminder service  
provider of an event date and a gift idea for a gift recipient prior to the event  
date with the notification including at least one network link to a gift merchant  
web site selling a gift related to the gift idea wherein the gift merchant web site  
is independent of the gift reminder service provider; and  
purchasing a gift for the gift recipient by activating the link to the gift  
merchant web site.
20. A computer-readable medium having computer-executable instructions  
for performing a method of gift purchasing, the method comprising:  
tracking gift ideas and related event dates for a user; and  
notifying the user prior to the event date with a reminder from a gift  
reminder service provider with the reminder including at least one network link  
to a gift merchant web site selling a gift related to the gift idea wherein the gift  
merchant web site is not exclusively associated with the gift reminder service  
provider.